

CLAIMS

We claim:

1. A method of conducting electronic commerce transactions among participants in an E-marketplace, comprising the steps of:

obtaining privacy-use information for each participant;

comparing the privacy-use information for each participant to determine matches;

only allowing transactions to occur between participants who have matching privacy-use information

2. The method of claim 1, wherein said obtaining step comprises at least the step of requiring each participant in the E-marketplace to present to the E-marketplace their P3P policy.

3. The method of claim 1, wherein said obtaining step comprises at least the steps of:

presenting each participant with questions that elicit their privacy-use information;

and

storing the elicited privacy-use information for use in said comparing step.

4. The method of claim 3, wherein said privacy-use information includes at least one of: use information pertaining to elicited email addresses; use information pertaining to financial information; use of personal information; use of business information, and the delivery of advertising to the participant.

5. A system for conducting electronic commerce transactions among participants in an E-marketplace, comprising:

means for obtaining privacy-use information for each participant;

means for comparing the privacy-use information for each participant to determine matches;

means for only allowing transactions to occur between participants who have matching privacy-use information

6. The system of claim 5, wherein said means for obtaining comprises at least means for requiring each participant in the E-marketplace to present to the E-marketplace their P3P policy.

7. The system of claim 5, wherein said means for obtaining comprises at least:
means for presenting each participant with questions that elicit their privacy-use information; and
means for storing the elicited privacy-use information for use in said comparing step.

8. The system of claim 7, wherein said privacy-use information includes at least one of: use information pertaining to elicited email addresses; use of information pertaining to financial information; use of personal information; use of business information, and the delivery of advertising to the participant.

9. A computer program product recorded on computer-readable storage medium, for conducting electronic commerce transactions among participants in an E-marketplace, comprising:

computer-readable means for obtaining privacy-use information for each participant;

computer-readable means for comparing the privacy-use information for each participant to determine matches;

computer-readable means for only allowing transactions to occur between participants who have matching privacy-use information

10. The computer program product of claim 9, wherein said computer-readable means for obtaining comprises at least computer-readable means for requiring each participant in the E-marketplace to present to the E-marketplace their P3P policy.

11. The computer program product of claim 9, wherein said computer-readable means for obtaining comprises at least:

computer-readable means for presenting each participant with questions that elicit their privacy-use information; and

computer-readable means for storing the elicited privacy-use information for use in said comparing step.

12. The computer program product of claim 11, wherein said privacy-use information includes at least one of: use information pertaining to elicited email addresses; use of information pertaining to financial information; use of personal information; use of business information, and the delivery of advertising to the participant.